November 1986 / $7.00

Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance ng

Smart Sell-Through Strategies: Create Store "Happenings"; Bolster Your Bottom Line

Personal Copiers March into the Home Office

Attention Grabbers: Clever Ways to Advertise

November 1986
Vol. 28, No. 11

Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

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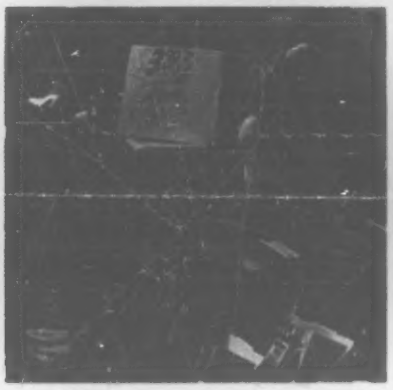

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PEOPLE ON THE MOVE

Jack Sauter, RCA group VP with responsibility for the marketing division, retires in early 1987.

General Electric's **Jacques Robinson** is appointed VP of international business development. **James Ozanne** and **Michael Carpenter** become executive VPs of G.E. Credit.

John Falcone promoted to national marketing manager, Sharp Electronics Corp.'s consumer video division.

NAP Consumer Electronics names **Paul Fredrickson** CD marketing manager.

Tsutomu Kurokawa, executive adviser to Tokyo Sanyo, becomes chairman of Sanyo Electric when two firms merge Dec. 1. **Shoji Sugaya**, manager of Sanyo Optical Disc Division in Japan, will be president of the new Sanyo Laser Product Corp. in Richmond, IN.

Lechowicz

Piehl

NEC Home Electronics appoints **Jan Lechowicz** product manager, VCRs and promotes **Mike Piehl** to audio product manager.

Eveready Battery Co. names **David Thorpe** VP of marketing and **T. Darrell Musick** VP of sales.

Mitchell Antar named COO of Crazy Eddie, Inc. and **Sam Antar** elected executive VP and chief financial officer.

Thorpe

Musick

International Jensen appoints **Clyde Podraza** VP of National Accounts/Consumer Products.

Cobra promotes **John Ehrisman** to VP, marketing and **Jerome Falasz** to VP, product development.

Memtek Products appoints **Diana Loredo** marketing product manager, Memorex audio tapes.

Sony Corp. has consolidated its Hi-Fi and Automotive Entertainment Systems divisions and appointed **Marty Homlish** to head the new group.

John Farr named Commtron Corp. VP of sales, video.

Scott Edwards joins Vidtech as senior VP of sales and marketing.

Ricoh Corp. appoints **Robert Sostilio** products program manager and **Lew Minnella** manager of marketing administration for the Copier Group.

Seth Willenson named VP of acquisitions, development and special projects for Paramount Televison Group's Video Division.

RCA/Columbia Pictures Home Video promotes **Glenn Ross** to VP, marketing.

Duncan Murray appointed VP, sales for J2 Communications.

Jacquelynn Hebrock named product manager, Audio-Technica U.S.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
August 1986 vs. August 1985
(In Units)

	August 1986	August 1985	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,391,391	1,361,358	+ 2.2	10,753,285	10,146,465	+ 6.0
Monochrome	292,934	203,689	+43.8	2,323,584	2,135,168	+ 8.8
TOTAL TV*	**1,684,325**	**1,565,047**	**+ 7.6**	**13,076,869**	**12,281,633**	**+ 6.5**
Projection TV	24,384	19,716	+23.7	168,152	137,555	+22.2
Home VCR	880,797	820,481	+ 7.4	7,430,067	6,540,448	+13.6
Camcorders**	87,182	29,024	+200.4	573,767	134,193	+327.6

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television

**Included in Home VCR

Source: Electronics Industries Association, Consumer Electronics Group.

Harold Wilkins retires as president, WCI Sales Division.

Vincent Chiarucci resigns as president of the Home Comfort Group-WCI Products.

Robert Bowen named assistant director of Raytheon New Products Center.

David Kretz, sales and marketing exec at fellow Raytheon subsidiary Speed Queen, becomes VP, major appliance sales, Amana.

Wilkins

Able

Speed Queen's Home Laundry Sales Department names **Roger Able**, national sales manager distributor sales; **Richard Lynch**, sales manager direct operations, **Rick Raczynski**, merchandising manager; and **Jay McDonald**, manager special accounts.

Fedders promotes **Bernie Tymkiw** to VP sales and marketing; **Robert Pomeroy** named southeast regional parts and service manager.

Tymkiw

Wagner

Thermador/Waste King names **Stephanie Wagner** Heater, Vent Specialist.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
August, 1986

	August 1986	August 1985	Percent Change	Calendar Year to Date .986	1985	Percent Change
ALL MAJOR APPLIANCES	**3,711.7**	**3,211.0**	**+15.6**	**29,715.3**	**28,829.4**	**+ 5.0**
COOKING — TOTAL	**1,280.8**	**1,087.6**	**+17.8**	**9,627.7**	**8,771.4**	**+ 9.8**
Electric Ranges — Total	271.0	266.3	+ 1.8	2,138.0	2,027.0	+ 5.5
Free Standing	224.4	216.9	+ 3.5	1,754.9	1,650.6	+ 6.3
Built-In	46.5	49.4	- 5.9	383.1	376.3	+ 1.8
Microwave Ovens/Ranges	1,023.5	837.8	+22.2	7,609.8	6,878.9	+10.6
HOME LAUNDRY — TOTAL	**856.1**	**722.7**	**+18.5**	**6,387.0**	**5,960.2**	**+ 7.2**
Automatic Washers	500.1	424.8	+17.3	3,716.1	3,480.1	+ 6.8
Dryers — Total	356.0	297.9	+19.5	2,670.9	2,480.1	+ 7.7
Electric	276.8	237.6	+16.5	2,092.6	1,962.7	+ 6.6
Gas	79.2	60.3	+31.3	578.3	517.4	+11.8
KITCHEN CLEAN UP — TOTAL	**721.6**	**648.1**	**+11.3**	**5,405.4**	**5,144.4**	**+ 5.1**
Disposers	363.3	348.0	+ 4.4	2,758.3	2,716.2	+ 1.6
Dishwashers — Total	339.2	285.1	+19.0	2,518.3	2,313.6	+ 8.9
Built-In	315.9	269.5	+17.2	2,362.6	2,156.8	+ 9.5
Portable	23.3	15.6	+49.4	155.7	156.9	- 0.8
Compactors	19.1	15.0	+27.3	128.8	114.7	+12.3
FOOD PRESERVATION — TOTAL	**727.1**	**668.7**	**+ 8.7**	**5,292.5**	**5,017.3**	**+ 5.5**
Refrigerators	605.0	537.4	+12.6	4,419.7	4,130.4	+ 7.0
Freezers — Total	122.0	131.3	- 7.1	872.8	886.8	- 1.6
Chest	63.2	64.7	- 2.3	469.4	457.9	+ 2.5
Upright	58.9	66.6	-11.6	403.4	428.9	- 6.0
HOME COMFORT — TOTAL	**126.1**	**83.8**	**+50.5**	**3,002.8**	**3,396.1**	**-11.6**
Room Air Conditioners	88.8	68.5	+29.6	2,517.4	2,833.0	-11.1
Dehumidifiers	37.3	15.4	+142.2	485.4	563.1	-13.8
GAS RANGES	**156.0**	**162.7**	**- 4.1**	**1,230.1**	**1,137.4**	**+ 8.2**

Source: AHAM

Dec. 1986 Not Filmed